

# College Radio **REPORT**

27 Dolores Place Malverne, N. Y. 11565

Volume 1 Number 19

February 15, 1971

The following are the most heavily played albums at campus atations:

ALL THINGS MUST PASS...George Harrison...Apple  
AMERICAN BEAUTY...Greatful Dead...Warner Brothers  
BLOWS AGAINST THE EMPIRE...Jefferson Starship...RCA  
CHICAGO III...Columbia  
DELIVERIN'...Poco...Epic  
JESUS CHRIST SUPERSTAR...Decca  
JOHN LENNON/PLASTIC ONO BAND...Apple  
LOLA VS. POWERMAN...Kinks...Warner Brothers  
PARANOID...Black Sabbath...Warner Brothers  
PEARL...Janis Joplin...Columbia  
PENDULUM...Creedence Clearwater Revival...Fantasy  
TEA FOR THE TILLERMAN...Cat Stevens...A&M  
TUMBLEWEED CONNECTION...Elton John...Uni

The airplay on the following is also heavy, but less than above

ABRAXAS...Santana...Columbia  
ALARM CLOCK...Richie Havens...Stormy Forest  
AMAZING GRACE...Judy Collins...Elektra  
ELTON JOHN...Uni  
EMERSON LAKE & PALMER...Cotillion  
EMITT RHODES...Dunhill  
FEVER TREE...Ampex  
LIVE AT COOK COUNTY JAIL...B.B.King...ABC  
MCDONALD & GILES...Cotillion  
NANTUCKET SLEIGHRIDE...Mountain...Windfall  
SEATRAIN...Capitol  
SIT DOWN YOUNG STRANGER...Gordon Lightfoot...Warner Brothers  
SPACESHIP EARTH...Sugarloaf...Liberty  
TWO YEARS ON...Bee Gees...Atco  
WHAT ABOUT ME...Quicksilver...Capitol

The heaviest played singles on campus stations around the country

|                                   |                                       |
|-----------------------------------|---------------------------------------|
| AMAZING GRACE...Collins...Elektra | IF YOU COULD READ...Lightfoot...WB    |
| BLUE MONEY...V. Morrison...WB     | LET YOUR LOVE GO...Bread...Elektra    |
| COUNTRY ROAD...J. Taylor...WB     | LONELY DAYS...Bee Gees...Atco         |
| BORN TO WANDER...Rare Earth       | ME AND BOBBY MCGEE...Joplin...Col.    |
| FRESH AS A DAISY...Rhodes         | MR. BOJANGLES...Nitty Gritty D.B.     |
| HANG ON TO YOUR LIFE...Guess      | TEMPTATION EYES...Grass Roots...Dunh. |
| HAVE YOU EVER SEEN...CCR          | WHEN I'M DEAD & GONE...McGuiness      |
| I HEAR YOU KNOCKING...Edmunds     | YOUR SONG...E. John...Uni             |

Programmed Album Cuts

(contributed by WRCT - Carnegie-Mellon Univ. - Pittsburgh, Pa.)  
"Lord Franklin" "Cruel Sister" from CRUEL SISTER - Pentangle(Reprise)  
"Zachariah" "Laguna Salada" "We're The Crackers" "Country Fever" from  
ZACHARIAH(ABC)  
"Stanley's Theme" "Moondance" "Three Things I Know" "Mt. Olympus  
Breakdown" from SHOW OF HANDS(Elektra)  
(contributed by WGSU-FM - State Univ. College at Genesco, N.Y.)  
"I Guess You Made It" "Kind Woman" "Side Two Medley from DELIVERIN - Poco  
"Crystal River" "Balkan Blues" "100 Years Ago" from IT'S BEEN SO LONG -  
Spencer Davis & Peter Jamieson(Mediarts)

Programmed Singles - Top 30 Reports

(The following newer records are being listed on college station  
playlists and surveys around the country. This is not a complete  
list, nor intends to be, but should serve as a general indication  
of campus station airplay)

KEEP THE CANDLE BURNING...Raintree...Amaret  
WILD WORLD...Cat Stevens...A&M  
WILD WORLD...Gentrys...Sun  
I'M SO PROUD...Main Ingredient...RCA  
HOMEWORK...J. Geils Band...Atlantic  
OYE COMO VA...Santana...Columbia  
GIVE IT TO ME...Mob...Colossus  
A CHILD IS COMING...Paul Kantner...RCA

Programmed Albums

Remember that in order for your albums to be listed, you must  
star, circle, check, or otherwise indicate which albums you want  
listed. If you don't, your albums will not be listed. Please  
also indicate album cuts.

WLPI - Louisiana Tech. - Ruston

mayall, quicksilver, nyro, emerson lake & palmer, jeremiah(Uni)

KERS - Sacramento State College - California

crow(Amaret), elvin bishop, rastus(GRT), lacewing, nilsson

KTSC - Southern Colorado State - Pueblo

conception corp., velvet underground, paranoid, paul siebel(Elektra)

WDCV - Dickinson College - Carlisle, Pa.

cowboy(Atco), dorv previn, siebel, hackamore brick(Kama Sutra)

WFPC - Fla. Presbyterian College - St. Petersburg

emerson lake & Palmer, randy newman(12 songs), lyman family(Reprise)

WMMR - Univ. of Minnesota - Minneapolis

bronco(Island), melting pot(Ampex), wishbone ash, mark & almond(Blue Thumb)

WRVU - Vanderbilt Univ - Nashville

dion, fat mattress, spirit, uriah heep(Salisbury)

WLHA - Univ. of Wisconsin - Madison

if 2, mountain, fotheringay, mckendree spring, steinberg, handelman

-continued on next page-

### Programmed Albums

WWUH - Univ. of Hartford - Connecticut  
siebel, fraser & debolt, pentangle, davis, bessie smith, palmer(Verve)  
KCLC - Lindenwood College - St. Charles, Missouri  
fever tree, sugarloaf, poco, seals & crofts, mountain  
WBCR - Beloit College - Wisconsin  
seatrain, alex taylor(Capricorn), Siren(Dandelion), fever tree  
KBVR - Oregon State Univ. - Corvallis  
jesse davis, fever tree, lovecraft, yes  
WTAS - Hope College - Holland, Mich.  
black sabbath, stevens, sugarloaf, davis, seatrain, grace slick(Col)  
KSMU - Southern Methodist Univ. - Dallas Texas  
brewer & shipley, johnny jenkins(Atco), bronco, seatrain  
WAYN - Wayne State Univ. - Detroit, Mich.  
fanny(Reprise), chicago, superstar, emerson lake & palmer, cold blood  
KSJU - St. Johns Univ. - Collegeville, Minn.  
b.b.king, havens, longet, fever tree, emerson, lake & palmer, bee gees

### Recommended Singles

LOVE'S LINES, ANGLES & RHYMES...5th Dimension...Bell  
KNOCKING ROUND THE ZOO/Flip...James Taylor & Flying Machine...Euphoria  
BALLAD OF TRICKY FRED...Arlo Guthrie...Reprise  
FREE...Chicago...Columbia  
MANA TOLD ME NOT TO COME#W.C.FIELDS...Paul Frees...MGM (Incredibly  
funny - the album is reported to have been excellent)  
ANYTIME SUNSHINE...Crazy Paving...Kapp  
SOUTHERN MAN...Dave Clark Man...Epic (Neil Young it isn't, but it's  
a good version)  
COVERED WAGON...Danny O'Keefe...Cotillion  
RUN AWAY...Help...Decca  
CAROLINA DAY...Livingston Taylor...Capricorn  
LIFE IS FOR LIVING...Austin Roberts...ABC (You'll swear that this is the  
new Grass Roots single or that Roberts is the lead singer  
for the Grass Roots)

-----

### College Radio Report

Editor.....Gary K. Cohen  
Associate Editor.....Steve Nimmich  
Staff.....Mike Riccio, Charlie Allenson, Arnie  
Handwerker, Jim Cameron

The telephone company started to install our new telephone, but some difficulties arose - either the phone doesn't ring or it rings on the other number (which hasn't been installed). Sorry for the trouble - try again all day Wednesday - 516 - 887-1521, daily after 6:00, or all day Sunday.

### Record News

Len Chapman has left Happy Tiger Records. Bob Hamilton reported that Steve Schulman, formerly of Jerry Ross Productions, has replaced him, but some people have been getting calls from somebody else. Further information will be printed next week.

Ken Kates has left ABC Records, as their Western LP Promotion Man. He can be reached at 213 - 936-4617.

Andy Schwartz of Buddah is located at 1650 Broadway, N.Y.C. 10019.

Bob Glassenberg has printed the address of Poppy Records as 1650 Broadway, as a part of Morty Wax. The correct address is 1133 Avenue of the Americas, N.Y.C. 10036. Write to Kevin Eggers, there.

### Station News

WEXL - De Veaux School of Niagara Falls, N.Y. 14305 is looking for a free or cheap cart machine to replace the one that was stolen from them. Contact Jerry Ohe there. If enough people are interested, we will publish an occasional supplement on equipment that is wanted or available. Anyone interested?

KEG-AM, Sacramento State College in California(95819) has gone on the air. It is a completely separate operation from KERS-FM, and the format will be Top 40 during the day, and progressive at night. KERS-FM, incidentally, has printed up bumper stickers with "KERS-FM - Alternative Radio" on them. Bob Hess is assisting KEG as Music Director.

WRUC, Union College in Schenectady, N.Y. has a weekly intra-station newsletter about station happenings, ideas, and whatever. This week's issue discussed sales and how to answer the telephone... "It is important that the phones get answered in a somewhat intelligent manner. You see, it isn't only students who call the station. Yes, real people from out there have occasion to call our number. When this happens is hard to predict, so, it has been found (a Gallup Poll was taken) that a good way to answer the phone is 'Hello, WRUC, may I help you.' A way not to answer the phone is, 'Crystal Mansion, Sun King speaking.'" The College Radio Report agrees, and reminds you to put your AREA CODE and Telephone Number (and any extension) on all mail and playlists. It helps people in reaching you.

Dennis J. O'Mara is now handling music (as Program Director) at WOWI - St. Joseph's College in Rensselaer, Indiana...WRCR - Rockford College in Illinois has moved into new studios, and sent out an announcement card to that effect - Congratulations.

Communication

To The Editor:

During the past month, WOCR has made several changes in its news format. The changes were prompted by a renewed interest in news by our listeners - which in turn was prompted by passage of the eighteen year old vote, and student interest in current events - especially the Far East.

They are: 1)Switch from American Contemporary News to American Information News Network.

2)Conscientious newsmen who write their own reports on the half-hour using: state news from UPI, campus community information, local sports and UPI sports, and, of course, weather. The best of each creates a three to five (minute) newscast on the half-hour.

3)All bulletins are read by the newsmen as fast as reported.

The newscasts are economic, clear, and concise...this requires good morale, dependability, and, most important, team spirit...

The changes we made are highly recommended for those stations genuinely interested in improving their sound.

Glenn L. Pearsall, Station Mgr.  
WOGR - Oswego College  
Oswego, N.Y. 13126

To The Editor:

...I do have one further question that perhaps you or someone on the staff or some other reader(s) could answer. Getting a station unified to work together is hard enough. But once you've accomplished that, and your staff and you as PD have a great thing going, what do you do when your station student manager goes off on an ego trip, decides he'll rearrange the formatting and programming so that it sounds the way he wants it, and in short, piss everyone off and threaten the unity to the extent some members are thinking of leaving the staff. This has all happened in the past two weeks and none of us are quite sure of how to cope with it. Any ideas?

Jack Jennings, Prog. Dir.  
KTSC - So. Colorado State Col.  
Pueblo, Colo. 81004  
303 - 545-9890 X 7 or 22

In a newsletter to staff members informing them about station policies, etc., WNDY - Wabash College of Crawfordsville, Indiana, reminds members to be careful with station equipment. They ask, "WNDY has a physical plant value of over \$20,000. How much are you worth"? Well said, especially when trying to decide if food should be permitted in the control room...

## Convention Report

The Central Region of I.B.S. held a Regional Meeting on Saturday, Feb. 13 at St. Mary's College in Winona, Minn. Representatives from 11 area schools - over 50 delegates - attended. Doug Lee, Promotion Representative from Heilicher Distributors, and John Sippel, formerly of Mercury Records, represented the distributor and record company points of view.

The morning session was used by Sippel, Lee, and Gary Cohen, to make introductory remarks - Sippel on how record companies are not realizing the potential of college radio, Lee to ask some questions on what college radio was doing in his area and how he is having trouble with some manufacturers nationally, and Cohen, who made some random comments on what college radio was doing around the country, and the role that College Radio Report is playing. During the luncheon, both a former I.B.S. Region Director and Donald Cline - Campus Rep. for A&M spoke of the need for radio to communicate and bring people together.

The afternoon sessions were used for a Regional Meeting,<sup>in</sup> which were discussed the possibilities of holding more meetings at different places around the region, and the upcoming regional directory of all stations. Later, three simultaneous sessions - a continuation of the discussions on record service and how to alleviate problems in that area, a meeting geared to the problems faced by 10-Watt FM educational stations, and one on station promotion, including the introduction of a jingle package for college stations - were held.

One of the most positive aspects was an agreement by the music directors of most area stations, to show the power of college radio by playing a certain record, creating a demand in local book stores or record shops, and forcing the distributor to stock the record - something that will show record manufacturers the value of college radio in selling records. Stations agreed that communication was and is going to be an important part of this venture - between stations, record suppliers, and the college radio trade publications.

The conference was smoothly run, successfully organized, and everybody came away with something that he didn't have before. One final comment: there should have been more record companies present. It is the small meetings that accomplish things - not the large ones with the booths, free records, and hype. Companies should re-orient their thinking to include regional meetings - they accomplish much in terms of understanding and co-operation on both sides. The idea of simply meeting college broadcasters once a year should be changed.

Footnote: Walter Paas informs us that the proper address for Audio Spots is 1229 South Santee Street - Los Angeles, Calif. 90015. These are "The Sounds of Love" Spots.